1   1.   An automated method for determining a preference for a candidate comprising,

2   uniquely associating an attribute for each of a plurality of categories with each of a
3   plurality of candidates,

4   displaying to a user a summary of each candidate's attribute, for each of the plurality of
5   categories,

6   enabling the user to indicate a preference for at least one of the one of the attributes for
7   each of the plurality of categories,

8   processing the uniquely associated attributes selected by the user for each of the plurality
9   of categories to identify a user preference for at least one of the candidates, and

10   displaying the user preference.

1   2.   The method of claim 1 wherein indicating a preference for an attribute includes selecting
2   a single one of the attributes.

1   3.   The method of claim 1 wherein the indicating of a preference comprises ranking a
2   preference for more than one of the attributes.

1   4.   The method of claim 1 wherein the indicating of a preference comprises providing a
2   score for more than one of the attributes.

1   5.   The method of claim 1 wherein each of the attributes comprises a point of view, the
2   plurality of candidates comprises people campaigning for office, and the plurality of categories
3   comprises issues relevant in an election.

1   6.   The method of claim 2 wherein the point of view is expressed by using standardized
2   language.

1   7.   The method of claim 1 wherein the system presents each of the plurality of categories in
2   substantially random or pseudo random order.

1   8.   The method of claim 1 wherein the identity of each of the plurality of candidates
2   associated with the attribute is not revealed to the user until the system displays the user
3   preference.

1   9.   The method of claim 1 comprising enabling the user to indicate the relative importance of
2   each of the plurality of categories.

1   10.   The method of claim 1 comprising enabling the user to exclude from consideration at
2   least one of the plurality of categories.

1   11.   The method of claim 1 comprising ranking the plurality of candidates according to the
2   user's identified preference.

1   12.   The method of claim 1 comprising providing a score with respect the plurality of
2   candidates wherein the score is indicative of the user's preference.

1   13.   The method of claim 1 comprising enabling a user to retrieve a position paper for each
2   attribute.

1   14.   The method of claim 1 wherein the user may stop the system before all the categories
2   have been presented, and the system displays to the user the preferred candidate by category.

1   15.   The method of claim 1 further comprising the step of enabling the user to skip the
2   attribute.

1   16.   The method of claim 1 wherein the user may retrieve a summary of each of the plurality
2   of candidate's attributes for all of the categories.